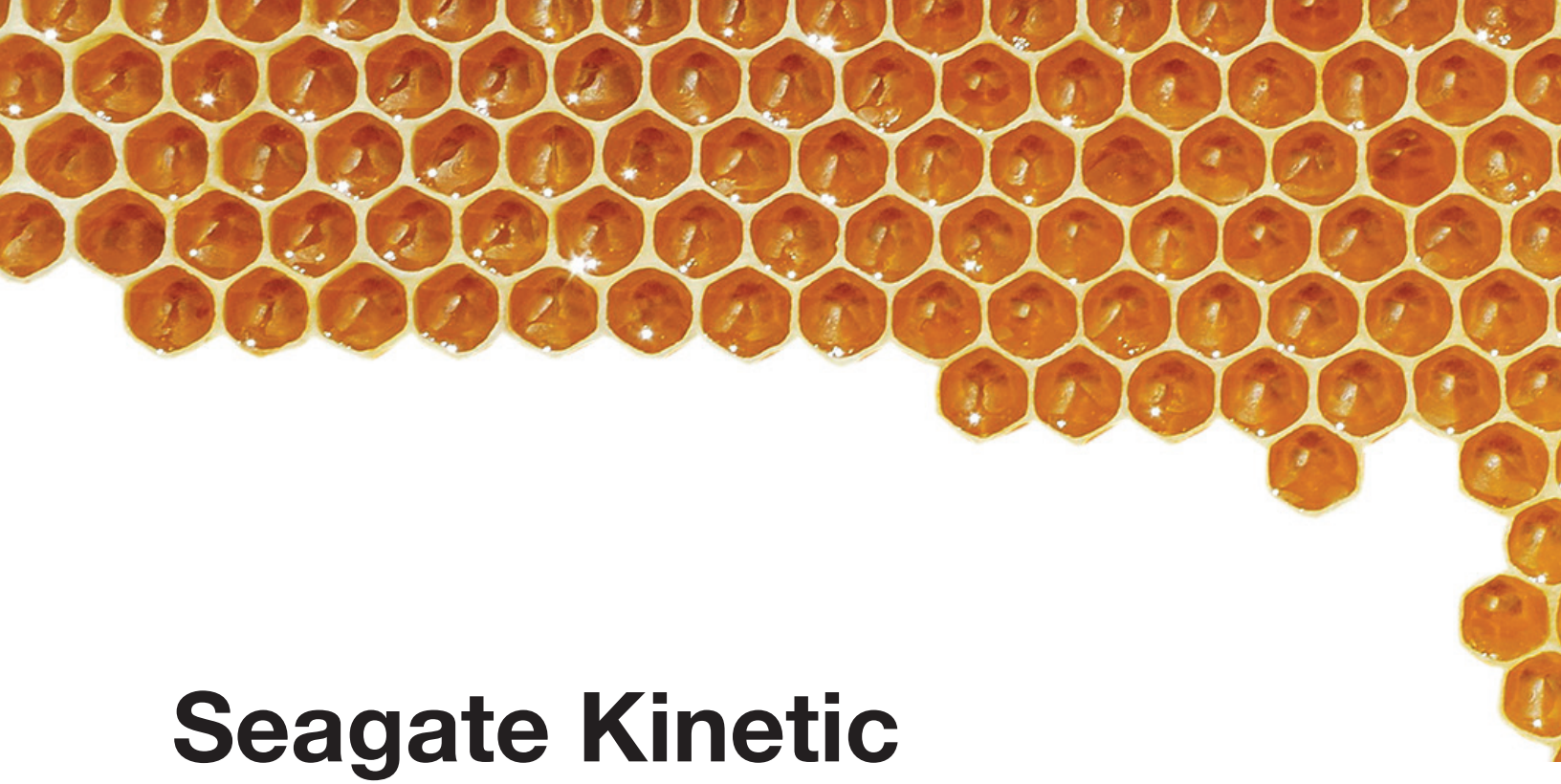


# Seagate Kinetic Open Storage Platform Ecosystem

## Build a more efficient cloud

Seagate

# The Seagate Kinetic Open Storage Platform.

## It's a game-changer.

The Seagate Kinetic Open Storage Platform is a revolutionary storage platform that enables independent software vendors, cloud service providers and enterprise customers to optimize scale-out object-based storage, dramatically reducing TCO by up to 50%. Seagate Kinetic Open Storage encompasses storage devices, an open API, Ethernet connectivity, and Kinetic-enabled hardware and software.

**A NEW KIND OF DATA**
Object storage makes up about 90% of the growth in cloud and big data segments. Traditional storage technologies can be used for cloud environments, but aren't optimized for object storage.

## Legacy infrastructure just can't cut it for cloud.

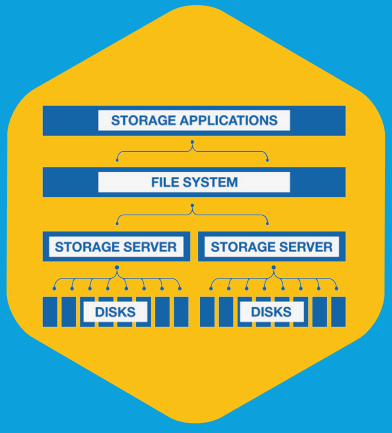
Traditional IT architectures were designed to store very structured data, which is handled in small, uniform chunks. Today's explosion of data—big data—and cloud storage requires a new approach.

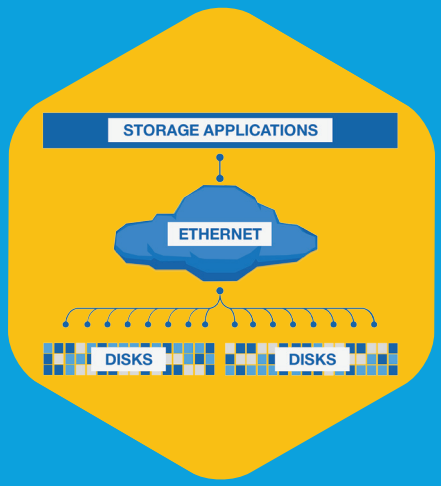
## A new day requires a new way.

The industry is looking for new ways to accommodate this exponential growth. Seagate has created a solution to the problem with our Kinetic Open Storage model, but to get from the old to the new and make this new open storage platform a reality, we had to establish a robust ecosystem of innovative hardware and software partnerships.

### TRADITIONAL STACK

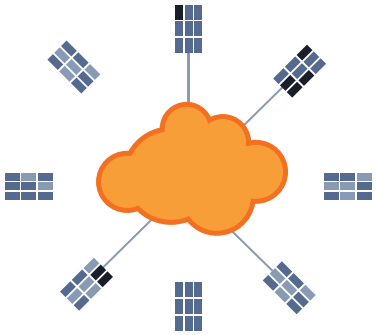
Traditional storage systems rely on storage servers with direct-attached storage devices and file systems leveraging 30-year-old architectures.




### KINETIC STACK

With Kinetic, storage applications can talk directly to disk drives over Ethernet. Data management is simplified, with up to 4x better performance and greater storage density.



## Breaking through old paradigms.

The Seagate Kinetic Open Storage Platform revolutionizes cloud infrastructure to optimize object storage for simplicity, scalability and significantly lower TCO.

This fundamental paradigm shift enables a flexible and rapid response to growing cloud storage infrastructure by eliminating the traditional SAS or SATA storage interface and replacing it with Ethernet for scale-out object storage in the cloud.

## Eliminating layers of legacy architecture.

In addition to introducing Ethernet as a drive interface, Kinetic introduces an object-based software API called a key-value interface. In simple terms, the key is the object identifier, and the value is the object data itself. Objects are simply pieces of data, such as images, videos, text messages, emails or tweets, to name a few.

The combination of the key-value interface and Ethernet connectivity eliminates the typical storage server, whose role historically has been as the communications master over storage devices (hard drives, SSDs, tape drives and optical drives). Now, a higher-level server in the data center can communicate directly to a Kinetic HDD via Ethernet, simply by using an IP address.

## Reducing TCO up to 50%

Eliminating an entire tier of storage servers significantly reduces capital equipment costs. Eliminating the storage server tier also yields rack-level power savings and decreases the human expense associated with managing storage. The result is a total reduction in TCO of up to 50%.

To learn more about the Seagate Kinetic Open Storage Platform, please visit seagate.com/kinetic

## MODERNIZATION

Protecting data with full cryptographic authentication of servers.

Eliminating storage server bottlenecks, increasing data transfer speeds.

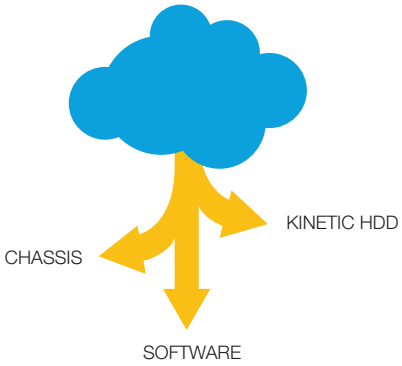
Enabling faster and easier industry transitions by insulating applications from underlying storage device changes.

## SIMPLIFICATION

Minimizing layers to increase efficiency and rack density.

Providing open source APIs to encourage innovation for developers.

Shifting the HDD storage media space management to the drive.




## It takes an ecosystem to create a revolution.

The Kinetic Open Storage Platform requires three key components to realize the vision of creating a new kind of cloud for a new kind of data: the chassis to hold the Kinetic HDDs, the software to write and read the various objects containing data to and from the hard drives to higher-level applications and the Kinetic HDD itself.

## Drive change.
## Reduce costs.
## Prepare for tomorrow.

To create the building blocks for this revolution in cloud architecture, Seagate will continue to grow the Kinetic Open Storage ecosystem and collaborate with innovative partners who recognize the need for change. Working together, we are ushering in the future of cloud data storage.

To learn more about our partners, please visit seagate.com/kinetic

## Meet our partners.

The Seagate Kinetic Open Storage ecosystem is well-established and growing rapidly. Collaborating with software partners such as Scality and SwiftStack and with hardware partners like Hyve, Rausch, Sanmina and Supermicro, we are working to deliver solutions that match today's needs, while also providing scalability and flexibility for tomorrow.

# Software Partners

| Manufacturer | Scality | SwiftStack |
|---|---|---|
| **Summary** | Software-defined storage that enables enterprises and CSPs to build petabyte-scale, 100% uptime storage infrastructures at 50-70% lower cost. | A software-defined object storage platform that provides limitless scalability required to manage massive data growth. |
| **Product Name** | RING™ | SwiftStack |

# Hardware Partners

| Manufacturer | Hyve | Rausch | Sanmina | Supermicro |
|---|---|---|---|---|
| **Summary** | A leader in providing customers with cost-effective servers and storage that are built specifically to actual workloads and data center environments. | Develops power-saving and efficient server and storage systems through high rack-level density and by using efficient components. | Leading manufacturer providing advanced products and appliances for a variety of data center and storage applications. | A global leader in high-performance, high-efficiency server and storage technology, providing end-to-end green computing solutions for cloud. |
| **Product Name** | Hyve Ambient | Bigfoot® | Newisys® | SuperStorage |
| **Model** | 1316 | Storage Object | EDA-4605 | SSG-K1048-RT |
| **Available Drive Bays** | 16 | 72 | 60 | 12 |
| **Hot Swappable HDD** | | ✓ | ✓ | ✓ |
| **Redundant Power Supply Unit** | | ✓ | ✓ | ✓ |
| **Redundant Ethernet Switch Modules** | | | ✓ | ✓ |